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PULSE CASE STUDY

RETAIL & HOME FURNISHINGS

Furniture retailer

One franchise location, a strategy built for its own market, and store-level reporting for the first time.



+29%
Revenue growth, year over year
Same annual sales event

+21%
More transactions
Same promotional window

7.3x
Industry-average CTR
Display benchmark: real engagement, not just impressions

01 The challenge

A home furnishings retailer, an independent location inside a larger franchise, had no view of what its media was doing for its own store.

Reporting was top-line and generic, with nothing about its market or how spend turned into store traffic and sales. With no local strategy or precise targeting, there was no way to measure or optimize.

02 The approach

- **Meta, prospecting display and online video** working together around the annual sales event
- **Geo-fenced competitor locations** to reach shoppers already visiting nearby competitors
- **Deterministic audiences** of first-time home buyers, new movers and homeowners
- **Sales-event creative** across video, carousel and display formats
- **Transparent reporting** for this location, down to ZIP code, with ongoing optimization

03 The results

- Revenue up **nearly 29%** vs. the same sales event last year
- Transactions up **over 21%** on a moderate **6%** lift in foot traffic: more ready-to-buy shoppers
- Closing rate improved year over year
- CTR ran **7.3x** the display industry benchmark, and online video completion rates rose significantly

CHANNELS & TACTICS

- Meta
- Prospecting display
- Online video (OLV)
- Competitor geo-fencing
- Deterministic audiences
- ZIP-level reporting

A modest lift in foot traffic produced a much bigger jump in revenue, because the campaign brought in shoppers who were already primed to buy.

Results reported by PULSE · client anonymized.

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